

SD Times

SOFTWARE DEVELOPMENT

The Industry Newspaper for Software Development Managers



MECHANICAL SPECIFICATIONS

MATERIALS SUBMISSION

We require digital files. Acceptable formats are:

- Photoshop TIFF, 300 dpi, CMYK
- Illustrator EPS files, with fonts converted to outlines. Any placed images should be at 100%, 300 dpi, CMYK.
- PDF/X-1a files. All images CMYK. Please embed all fonts.

Please do not submit native files.

Acceptable media: 650MB CD. Clearly label your disk with advertiser name, issue number, ad headline, contact name and contact telephone number. You may include a printed proof of your ad from the file submitted for color and content reference. Color lasers and SWOP proofs cannot be color matched as SD Times is printed on uncoated stock.

FTP Server Available: BZ Media has an FTP server available for your use when uploading advertising materials to SD Times. For directions on accessing the FTP server, including its IP address and current passwords, as well as usage tips, please refer to our instruction sheet at <http://www.bzmedia.com/ftp>. Please use Stuffit or Winzip to shrink large files for transmission.

Screen Requirements: 120 line screen.

Density: 220% – 240% maximum density for 4-color. (CMYK values should not add up to more than 240.) Maximum density for 2-color is 180%.

Bleeds: Include 1/8" on all sides.

Trim Size: 10 3/8" x 13". If you include crop marks, please make sure they are offset 12 points from the trim so that they do not appear in the bleed area.

Keep live matter 1/4" from trim.

Binding: Saddle stitch.

4-Color: Please note that the uncoated groundwood has an expected press gain of 10%–15% in halftone and screened areas and that ink coverage will vary slightly during press run.

Production Services: Coupon codes are available to advertisers at no charge. All production services are billed at cost, including address and phone number changes, stripping/scanning logos, photographs and color breaks.

URL SUBMISSION

The PDF edition of SD Times hotlinks readers to your home page, unless a specific URL is included in the print version of your ad. This is a unique opportunity for you to track response to your ad in our PDF edition. SD Times does not track this information.

SHIPPING INFORMATION

Send insertion orders, contracts and advertising materials to:
Ad Traffic Manager, BZ Media, 7 High Street, Suite 407, Huntington, NY 11743

CONTACT INFORMATION

Artwork Preparation, FTP

Mara Leonardi
Art Director
+1-631-421-4158 x109
mleonardi@bzmedia.com

Materials Submission, Deadlines,

FTP Problems
Phyllis Oakes
Ad Traffic Manager
+1-631-421-4158 x115
poakes@bzmedia.com

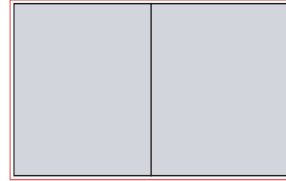
DIMENSIONS

Tabloid Full Page



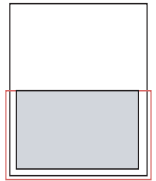
Trim Size: 10 3/8" x 13"
Bleed: 10 5/8" x 13 1/4"

Tabloid Spread



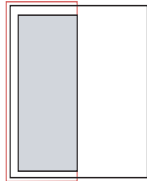
Trim Size: 20 3/4" x 13"
Bleed: 21" x 13 1/4"

Tabloid Half Page (horizontal)



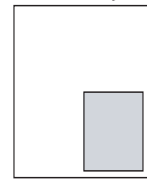
W x H: 9 1/4" x 6"
Bleed: 10 5/8" x 6 1/2"

Tabloid Half Page (vertical)



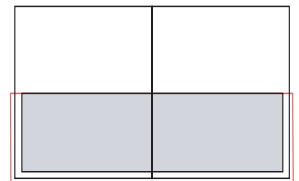
W x H: 4 1/2" x 11 7/8"
Bleed: 5 1/4" x 13 1/4"

Tabloid Quarter Page



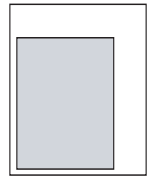
W x H: 4 1/2" x 6"

Tabloid Half Page Spread (horizontal)



W x H: 19 3/4" x 6"
Bleed: 21" x 6 5/8"

Junior Page



W x H: 7 3/8" x 10"

Junior Spread



W x H: 16" x 10"

KEEP LIVE MATTER 1/4" FROM TRIM.